

Health and Personal Care Stores: 2002

Issued September 2004

EC02-44I-06

2002 Economic Census

Retail Trade

Industry Series



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CONTENTS

Introduction to the Economic Census	v
Retail Trade	ix

Tables

1. Summary Statistics for the United States: 2002	1
2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997	2
3. Product Lines by Kind of Business for the United States: 2002 .	3
4. Concentration by Largest Firms for the United States: 2002 ...	15

Appendixes

A. Explanation of Terms	A-1
B. NAICS Codes, Titles, and Descriptions	B-1
C. Methodology	C-1
D. Geographic Notes	--
E. Metropolitan and Micropolitan Statistical Areas	--

-- Not applicable for this report.

Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

The economic census is the major source of facts about the structure and functioning of the nation's economy. It provides essential information for government, business, industry, and the general public. Title 13 of the United States Code (Sections 131, 191, and 224) directs the Census Bureau to take the economic census every 5 years, covering years ending in "2" and "7."

The economic census furnishes an important part of the framework for such composite measures as the gross domestic product estimates, input/output measures, production and price indexes, and other statistical series that measure short-term changes in economic conditions. Specific uses of economic census data include the following:

- Policymaking agencies of the federal government use the data to monitor economic activity and to assess the effectiveness of policies.
- State and local governments use the data to assess business activities and tax bases within their jurisdictions and to develop programs to attract business.
- Trade associations study trends in their own and competing industries, which allows them to keep their members informed of market changes.
- Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

INDUSTRY CLASSIFICATIONS

Data from the 2002 Economic Census are published primarily according to the 2002 North American Industry Classification System (NAICS). NAICS was first adopted in the United States, Canada, and Mexico in 1997. The 2002 Economic Census covers the following NAICS sectors:

21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), largely covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 100 subsectors (three-digit codes), 317 industry groups (four-digit codes), and, as implemented in the United States, 1,179 industries (six-digit codes).

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

Prior to the 1997 Economic Census, data were published according to the Standard Industrial Classification (SIC) system. While many of the individual NAICS industries correspond directly to industries as defined under the SIC system, most of the higher level groupings do not. Particular care should be taken in comparing data for retail trade, wholesale trade, and manufacturing, which are sector titles used in both NAICS and SIC, but cover somewhat different groups of industries. The 1997 Economic Census *Bridge Between NAICS and SIC* demonstrates the relationships between NAICS and SIC industries. Where changes are significant, it may not be possible to construct time series that include data for points both before and after 1997.

Most industry classifications remained unchanged between 1997 and 2002, but NAICS 2002 includes substantial revisions within the construction and wholesale trade sectors, and a number of revisions for the retail trade and information sectors. These changes are noted in industry definitions and will be demonstrated in the *Bridge Between NAICS 2002 and NAICS 1997*.

For 2002, data for enterprise support establishments (those functioning primarily to support the activities of their company's operating establishments, such as a warehouse or a research and development laboratory) are included in the industry that reflects their activities (such as warehousing). For 1997, such establishments were termed auxiliaries and were excluded from industry totals.

BASIS OF REPORTING

The economic census is conducted on an establishment basis. A company operating at more than one location is required to file a separate report for each store, factory, shop, or other location. Each establishment is assigned a separate industry classification based on its primary activity and not that of its parent company. (For selected industries, only payroll, employment, and classification are collected for individual establishments, while other data are collected on a consolidated basis.)

GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for states, metropolitan and micropolitan statistical areas, counties, and corporate municipalities (places) including cities, towns, townships, villages, and boroughs. Respondents were required to report their physical location (street address, municipality, county, and state) if it differed from their mailing address. For establishments not surveyed by mail (and those single-establishment companies that did not provide acceptable information on physical location), location information from administrative sources is used as a basis for coding.

AVAILABILITY OF ADDITIONAL DATA

All results of the 2002 Economic Census are available on the Census Bureau Internet site (www.census.gov) and on digital versatile discs (DVD-ROMs) for sale by the Census Bureau. The American FactFinder system at the Internet site allows selective retrieval and downloading of the data. For more information, including a description of reports being issued, see the Internet site, write to the U.S. Census Bureau, Washington, DC 20233-6100, or call Customer Services at 301-763-4100.

HISTORICAL INFORMATION

The economic census has been taken as an integrated program at 5-year intervals since 1967 and before that for 1954, 1958, and 1963. Prior to that time, individual components of the economic census were taken separately at varying intervals.

The economic census traces its beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for the 1840 Decennial Census and subsequent censuses to include mining and some commercial activities. The 1905 Manufactures Census was the first time a census was taken apart

from the regular decennial population census. Censuses covering retail and wholesale trade and construction industries were added in 1930, as were some service trades in 1933. Censuses of construction, manufacturing, and the other business censuses were suspended during World War II.

The 1954 Economic Census was the first census to be fully integrated, providing comparable census data across economic sectors and using consistent time periods, concepts, definitions, classifications, and reporting units. It was the first census to be taken by mail, using lists of firms provided by the administrative records of other federal agencies. Since 1963, administrative records also have been used to provide basic statistics for very small firms, reducing or eliminating the need to send them census report forms.

The range of industries covered in the economic census expanded between 1967 and 2002. The census of construction industries began on a regular basis in 1967, and the scope of service industries, introduced in 1933, was broadened in 1967, 1977, and 1987. While a few transportation industries were covered as early as 1963, it was not until 1992 that the census broadened to include all of transportation, communications, and utilities. Also new for 1992 was coverage of financial, insurance, and real estate industries. With these additions, the economic census and the separate census of governments and census of agriculture collectively covered roughly 98 percent of all economic activity. New for 2002 is coverage of four industries classified in the agriculture, forestry, and fishing sector under the SIC system: landscape architectural services, landscaping services, veterinary services, and pet care services.

Printed statistical reports from the 1992 and earlier censuses provide historical figures for the study of long-term time series and are available in some large libraries. Reports for 1997 were published primarily on the Internet and copies of 1992 reports are also available there. CD-ROMs issued from the 1987, 1992, and 1997 Economic Censuses contain databases that include all or nearly all data published in print, plus additional statistics, such as ZIP Code statistics, published only on CD-ROM.

SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for the 2002 Economic Census and related surveys is published in the *Guide to the 2002 Economic Census* at www.census.gov/econ/census02/guide. More information on the methodology, procedures, and history of the census will be published in the *History of the 2002 Economic Census* at www.census.gov/econ/www/history.html.

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Retail Trade

SCOPE

The Retail Trade sector (sector 44-45) comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. As a general rule, establishments engaged in retailing merchandise and providing after-sales services are classified in this sector.

Nonstore retailers, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this subsector reach customers and market merchandise with methods such as the broadcasting of “infomercials,” the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines. Establishments engaged in the direct sale (nonstore) of products, such as home heating oil dealers and home delivery newspaper routes, are classified in this sector.

Exclusions. Excluded from this sector are governmental organizations classified in the covered industries except for liquor stores operated by state and local governments. Data for direct sellers with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the federal government are not included.

The tabulations for this sector do not include central administrative offices, warehouses, or other establishments that serve retail establishments within the same organization. Data for such establishments are classified according to the nature of the service they provide. For example, separate headquarters establishments are reported in NAICS sector 55, Management of Companies and Enterprises.

The reports described below exclude establishments of firms with no paid employees. These “nonemployers,” typically self-employed individuals or partnerships operating businesses that they have not chosen to incorporate, are reported separately in *Nonemployer Statistics*. The contribution of nonemployers, moderate for this sector, may be examined at www.census.gov/nonemployerimpact.

Definitions. Industry categories are defined in Appendix B, NAICS Codes, Titles, and Descriptions. Other terms are defined in Appendix A, Explanation of Terms.

REPORTS

The following reports provide statistics on this sector.

Industry Series. There are 21 reports, each covering a group of related industries. The reports present, by kind of business for the United States, general statistics for establishments of firms with payroll on number of establishments, sales, payroll, and employment; comparative statistics for 2002 and 1997; product lines; and concentration of business activity in the largest firms. The data in industry reports are preliminary and subject to change in the following reports.

Geographic Area Series. There is a separate report for each state, the District of Columbia, and the United States. Each state report presents, for establishments of firms with payroll, general statistics on number of establishments, sales, payroll, and employment by kind of business for the state, metropolitan and micropolitan statistical areas, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. The United States report presents data for the United States as a whole for detailed kind-of-business classifications.

Subject Series:

- **Product Lines.** This report presents data on major categories of products sold for establishments of firms with payroll by kind of business. Data are presented for the United States, states, and metropolitan and micropolitan statistical areas.
- **Establishment and Firm Size (Including Legal Form of Organization).** This report presents sales, payroll, and employment data for the United States by sales size, by employment size, and by legal form of organization for establishments of firms with payroll; and by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms with payroll.
- **Miscellaneous Subjects.** This report presents data for a variety of industry-specific topics for establishments of firms with payroll. Presentation of data varies by kind of business.

ZIP Code Statistics. This report presents data for establishments of firms with payroll by United States ZIP Code.

Other reports. Data for this sector are also included in reports with multisector coverage, including *Nonemployer Statistics*, *Comparative Statistics*, *Bridge Between 2002 NAICS and 1997 NAICS*, *Business Expenses*, and the Survey of Business Owners reports.

GEOGRAPHIC AREAS COVERED

The level of geographic detail varies by report. Maps are available at www.census.gov/econ2002maps. Notes specific to areas in the state are included in Appendix D, Geographic Notes. Data may be presented for —

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.

-
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
 5. Economic places.
 - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
 - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
 - c. Townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 2000 Census of Population).
 - d. Balance of county. Areas outside the entities listed above, including incorporated municipalities with populations of fewer than 2,500, towns and townships not qualifying as noted above, and the remainders of counties outside places are categorized as "Balance of county."

DOLLAR VALUES

All dollar values presented are expressed in current dollars; i.e., 2002 data are expressed in 2002 dollars, and 1997 data, in 1997 dollars. Consequently, when making comparisons with prior years, users of the data should consider the changes in prices that have occurred.

All dollar values are shown in thousands of dollars.

COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES

Both the 2002 Economic Census and the 1997 Economic Census present data based on the North American Industry Classification System (NAICS). There were revisions to some industries in this sector for 2002.

For the retail trade sector, additional levels of detail for department stores and nonstore retailers are included in 2002 NAICS. Department stores are now further broken down into Department Stores (except Discount Department Stores) and Discount Department Stores. Electronic Shopping and Mail-Order Houses are now further broken down into Electronic Shopping, Electronic Auctions, and Mail-Order Houses.

RELIABILITY OF DATA

All data compiled for this sector are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, processing, and estimation for missing or misreported data. Data presented in the Miscellaneous Subjects and Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data, as by the percentages shown in the tables. Precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors. More information on the reliability of the data is included in Appendix C, Methodology.

DISCLOSURE

In accordance with federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts annual and monthly surveys on retail trade. These surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county, and Statistics of U.S. Businesses provides annual statistics classified by the employment size of the enterprise, further classified by industry for the United States, and by broader categories for states and metropolitan areas.

CONTACTS FOR DATA USERS

Questions about these data may be directed to the U.S. Census Bureau, Service Sector Statistics Division, Retail Census Branch, 1-800-541-8345 or rcb@census.gov.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

D	Withheld to avoid disclosing data of individual companies; data are included in higher level totals
N	Not available or not comparable
S	Withheld because estimates did not meet publication standards
X	Not applicable
Z	Less than half the unit shown
a	0 to 19 employees
b	20 to 99 employees
c	100 to 249 employees
e	250 to 499 employees
f	500 to 999 employees
g	1,000 to 2,499 employees
h	2,500 to 4,999 employees
i	5,000 to 9,999 employees
j	10,000 to 24,999 employees
k	25,000 to 49,999 employees
l	50,000 to 99,999 employees
m	100,000 employees or more
r	Revised
–	Represents zero (page image/print only)
(CC)	Consolidated city
(IC)	Independent city

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
446	Health and personal care stores	81 973	180 220 698	20 576 171	4 890 987	1 036 549	18.3	4.0
4461	Health and personal care stores	81 973	180 220 698	20 576 171	4 890 987	1 036 549	18.3	4.0
44611	Pharmacies and drug stores	40 530	155 607 983	15 763 914	3 729 055	792 982	18.2	3.1
446110	Pharmacies and drug stores	40 530	155 607 983	15 763 914	3 729 055	792 982	18.2	3.1
4461101	Pharmacies and drug stores	39 274	154 416 942	15 585 241	3 685 606	783 010	18.2	3.0
4461102	Proprietary stores	1 256	1 191 041	178 673	43 449	9 972	21.9	7.1
44612	Cosmetics, beauty supplies, and perfume stores	10 786	6 700 460	973 978	233 074	78 859	15.9	11.8
446120	Cosmetics, beauty supplies, and perfume stores	10 786	6 700 460	973 978	233 074	78 859	15.9	11.8
44613	Optical goods stores	13 031	6 649 651	1 629 757	403 653	70 156	17.7	9.6
446130	Optical goods stores	13 031	6 649 651	1 629 757	403 653	70 156	17.7	9.6
44619	Other health and personal care stores	17 626	11 262 604	2 208 522	525 205	94 552	21.7	9.2
446191	Food (health) supplement stores	9 525	4 677 252	696 699	169 891	47 321	24.3	6.7
446199	All other health and personal care stores	8 101	6 585 352	1 511 823	355 314	47 231	19.9	11.0

¹Includes sales information obtained from administrative records of other federal agencies.

²Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

1997 NAICS code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
446	Health and personal care stores 2002.. 1997..	81 973 82 941	180 220 698 117 700 863	20 576 171 15 190 635	1 036 549 903 694
4461	Health and personal care stores 2002..	81 973	180 220 698	20 576 171	1 036 549
	1997..	82 941	117 700 863	15 190 635	903 694
44611	Pharmacies and drug stores 2002..	40 530	155 607 983	15 763 914	792 982
	1997..	43 615	98 630 857	11 587 516	703 752
446110	Pharmacies and drug stores 2002..	40 530	155 607 983	15 763 914	792 982
	1997..	43 615	98 630 857	11 587 516	703 752
4461101	Pharmacies and drug stores 2002..	39 274	154 416 942	15 585 241	783 010
	1997..	41 743	96 989 832	11 380 631	687 330
4461102	Proprietary stores 2002..	1 256	1 191 041	178 673	9 972
	1997..	1 872	1 641 025	206 885	16 422
44612	Cosmetics, beauty supplies, and perfume stores 2002..	10 786	6 700 460	973 978	78 859
	1997..	9 014	4 418 998	603 595	46 527
446120	Cosmetics, beauty supplies, and perfume stores 2002..	10 786	6 700 460	973 978	78 859
	1997..	9 014	4 418 998	603 595	46 527
44613	Optical goods stores 2002..	13 031	6 649 651	1 629 757	70 156
	1997..	15 192	6 432 078	1 401 239	73 049
446130	Optical goods stores 2002..	13 031	6 649 651	1 629 757	70 156
	1997..	15 192	6 432 078	1 401 239	73 049
44619	Other health and personal care stores 2002..	17 626	11 262 604	2 208 522	94 552
	1997..	15 120	8 218 930	1 598 285	80 366
446191	Food (health) supplement stores 2002..	9 525	4 677 252	696 699	47 321
	1997..	7 404	3 488 590	484 956	38 537
446199	All other health and personal care stores 2002..	8 101	6 585 352	1 511 823	47 231
	1997..	7 716	4 730 340	1 113 329	41 829

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of —		
						Estab- lishments with the product line	All estab- lishments ¹	
446		Health and personal care stores	81 973	X	180 220 698	X	100.0	68.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	28 361	114 761 752	6 411 598	5.6	3.6	67.0
	20108	Bottled, canned, or packaged soft drinks	23 821	106 191 224	1 798 602	1.7	1.0	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	26 663	111 761 651	4 612 996	4.1	2.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 515	4 641 633	124 079	2.7	.1	X
	20140	Packaged liquor, wine, & beer	11 735	61 606 393	1 876 441	3.0	1.0	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	20 186	100 627 141	1 926 261	1.9	1.1	X
	20160	Drugs, health aids, beauty aids, including cosmetics	69 385	173 789 422	145 924 370	84.0	81.0	67.2
	20161	Prescriptions	39 282	154 429 151	109 669 041	71.0	60.9	X
	20162	Nonprescription medicines	36 506	145 230 651	5 821 874	4.0	3.2	X
	20163	Vitamins, minerals, & other dietary supplements	40 146	129 321 914	5 232 745	4.0	2.9	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	32 445	124 435 923	7 973 477	6.4	4.4	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	33 707	120 387 211	5 898 326	4.9	3.3	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	36 345	124 879 189	9 812 303	7.9	5.4	X
	20167	Hearing aids & supplies	10 650	31 462 226	1 516 604	4.8	.8	X
	20180	Soaps, detergents, & household cleaners	20 081	98 629 424	899 104	.9	.5	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	20 114	100 474 003	712 132	.7	.4	X
	20200	Men's wear	12 103	67 061 299	38 425	.1	Z	X
	20220	Women's, juniors', & misses' wear	10 043	53 280 614	185 063	.3	.1	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	5 271	26 626 664	26 710	.1	Z	X
	20260	Footwear, including accessories	14 236	75 023 897	186 934	.2	.1	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	7 183	44 646 091	17 232	Z	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	177	1 093 583	91	Z	Z	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	15	10 664	1 029	9.6	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	21 416	91 640 168	1 080 157	1.2	.6	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	10 841	60 275 951	192 406	.3	.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	16 285	84 108 029	632 239	.8	.4	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	18 268	94 587 834	554 492	.6	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	14 172	62 537 383	264 927	.4	.1	X
	20420	Books	15 148	67 403 357	230 382	.3	.1	X
	20440	Photographic equipment & supplies	18 962	98 244 827	1 131 387	1.2	.6	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	19 901	97 953 362	660 263	.7	.4	65.3
	20461	Toys, including wheel goods	19 590	97 155 232	579 519	.6	.3	X
	20462	Games, including video & electronic games	7 160	42 016 220	26 084	.1	Z	X
	20463	Hobby goods	9 931	54 476 722	54 660	.1	Z	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	30 892	94 513 673	6 649 694	7.0	3.7	68.4
	20491	Prescription eyeglasses	14 616	25 960 776	4 918 483	18.9	2.7	X
	20492	Contact lenses	7 133	3 454 440	523 485	15.2	.3	X
	20493	Nonprescription eyeglasses & sunglasses	21 646	70 596 377	959 075	1.4	.5	X
	20494	All other optical goods & accessories	12 018	21 120 496	248 651	1.2	.1	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	308	2 067 381	33 384	1.6	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	11 963	70 162 854	273 098	.4	.2	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	10 415	55 070 244	235 736	.4	.1	X
	20730	Automotive lubricants, including oil, greases, etc.	6 115	30 421 670	81 014	.3	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	5 613	34 686 491	20 403	.1	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal	177	1 113 346	4 633	.4	Z	X
	20800	Pets, pet foods, & pet supplies	16 730	85 967 100	221 902	.3	.1	X
	20850	All other merchandise	26 013	116 047 201	4 153 044	3.6	2.3	68.6
	20851	Stationery products, including stationery, tablets, pads, & related products	18 799	96 690 074	316 568	.3	.2	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	6 573	31 394 531	95 038	.3	.1	X
	20853	Office & school supplies	19 504	95 907 371	575 641	.6	.3	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	988	6 562 306	12 830	.2	Z	X
	20855	Greeting cards	24 516	113 002 692	1 658 619	1.5	.9	X
	20856	Magazines & newspapers	18 923	94 728 151	338 345	.4	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	10 788	56 684 127	291 544	.5	.2	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups	18 671	95 680 053	803 574	.8	.4	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
446		Health and personal care stores—Con.						
	20850	All other merchandise—Con.						
	20883	All other merchandise	160	747 623	60 885	8.1	Z	X
	29810	All other merchandise	18 660	89 537 236	1 442 626	1.6	.8	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	28 037	110 492 174	4 026 164	3.6	2.2	66.8
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	1 252	8 752 323	33 144	.4	Z	X
	29917	Receipts from photofinishing performed by this establishment	15 144	84 283 840	1 500 702	1.8	.8	X
	29918	Receipts from photofinishing contracted out to other establishments ..	18 809	95 907 848	969 481	1.0	.5	X
	29926	Rental of medical/convalescent equipment	2 149	6 152 163	716 043	11.6	.4	X
	29939	Fees from eye examinations	3 935	2 057 024	232 534	11.3	.1	X
	29941	Charges for insurance	509	3 322 877	11 714	.4	Z	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	7 169	25 861 270	562 546	2.2	.3	X
4461		Health and personal care stores	81 973	X	180 220 698	X	100.0	68.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	28 361	114 761 752	6 411 598	5.6	3.6	67.0
	20108	Bottled, canned, or packaged soft drinks	23 821	106 191 224	1 798 602	1.7	1.0	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	26 663	111 761 651	4 612 996	4.1	2.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 515	4 641 633	124 079	2.7	.1	X
	20140	Packaged liquor, wine, & beer	11 735	61 606 393	1 876 441	3.0	1.0	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	20 186	100 627 141	1 926 261	1.9	1.1	X
	20160	Drugs, health aids, beauty aids, including cosmetics	69 385	173 789 422	145 924 370	84.0	81.0	67.2
	20161	Prescriptions	39 282	154 429 151	109 669 041	71.0	60.9	X
	20162	Nonprescription medicines	36 506	145 230 651	5 821 874	4.0	3.2	X
	20163	Vitamins, minerals, & other dietary supplements	40 146	129 321 914	5 232 745	4.0	2.9	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	32 445	124 435 923	7 973 477	6.4	4.4	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	33 707	120 387 211	5 898 326	4.9	3.3	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	36 345	124 879 189	9 812 303	7.9	5.4	X
	20167	Hearing aids & supplies	10 650	31 462 226	1 516 604	4.8	.8	X
	20180	Soaps, detergents, & household cleaners	20 081	98 629 424	899 104	.9	.5	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	20 114	100 474 003	712 132	.7	.4	X
	20200	Men's wear	12 103	67 061 299	38 425	.1	Z	X
	20220	Women's, juniors', & misses' wear	10 043	53 280 614	185 063	.3	.1	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	5 271	26 626 664	26 710	.1	Z	X
	20260	Footwear, including accessories	14 236	75 023 897	186 934	.2	.1	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	7 183	44 646 091	17 232	Z	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	177	1 093 583	91	Z	Z	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	15	10 664	1 029	9.6	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	21 416	91 640 168	1 080 157	1.2	.6	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	10 841	60 275 951	192 406	.3	.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	16 285	84 108 029	632 239	.8	.4	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	18 268	94 587 834	554 492	.6	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	14 172	62 537 383	264 927	.4	.1	X
	20420	Books	15 148	67 403 357	230 382	.3	.1	X
	20440	Photographic equipment & supplies	18 962	98 244 827	1 131 387	1.2	.6	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	19 901	97 953 362	660 263	.7	.4	65.3
	20461	Toys, including wheel goods	19 590	97 155 232	579 519	.6	.3	X
	20462	Games, including video & electronic games	7 160	42 016 220	26 084	.1	Z	X
	20463	Hobby goods	9 931	54 476 722	54 660	.1	Z	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	30 892	94 513 673	6 649 694	7.0	3.7	68.4
	20491	Prescription eyeglasses	14 616	25 960 776	4 918 483	18.9	2.7	X
	20492	Contact lenses	7 133	3 454 440	523 485	15.2	.3	X
	20493	Nonprescription eyeglasses & sunglasses	21 646	70 596 377	959 075	1.4	.5	X
	20494	All other optical goods & accessories	12 018	21 120 496	248 651	1.2	.1	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	308	2 067 381	33 384	1.6	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	11 963	70 162 854	273 098	.4	.2	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
4461		Health and personal care stores—Con.						
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	10 415	55 070 244	235 736	.4	.1	X
	20730	Automotive lubricants, including oil, greases, etc.	6 115	30 421 670	81 014	.3	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	5 613	34 686 491	20 403	.1	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal	177	1 113 346	4 633	.4	Z	X
	20800	Pets, pet foods, & pet supplies	16 730	85 967 100	221 902	.3	.1	X
	20850	All other merchandise	26 013	116 047 201	4 153 044	3.6	2.3	68.6
	20851	Stationery products, including stationery, tablets, pads, & related products	18 799	96 690 074	316 568	.3	.2	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper.	6 573	31 394 531	95 038	.3	.1	X
	20853	Office & school supplies	19 504	95 907 371	575 641	.6	.3	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	988	6 562 306	12 830	.2	Z	X
	20855	Greeting cards	24 516	113 002 692	1 658 619	1.5	.9	X
	20856	Magazines & newspapers	18 923	94 728 151	338 345	.4	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	10 788	56 684 127	291 544	.5	.2	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups . .	18 671	95 680 053	803 574	.8	.4	X
	20883	All other merchandise	160	747 623	60 885	8.1	Z	X
	29810	All other merchandise	18 660	89 537 236	1 442 626	1.6	.8	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	28 037	110 492 174	4 026 164	3.6	2.2	66.8
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	1 252	8 752 323	33 144	.4	Z	X
	29917	Receipts from photofinishing performed by this establishment	15 144	84 283 840	1 500 702	1.8	.8	X
	29918	Receipts from photofinishing contracted out to other establishments . .	18 809	95 907 848	969 481	1.0	.5	X
	29926	Rental of medical/convalescent equipment	2 149	6 152 163	716 043	11.6	.4	X
	29939	Fees from eye examinations	3 935	2 057 024	232 534	11.3	.1	X
	29941	Charges for insurance	509	3 322 877	11 714	.4	Z	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	7 169	25 861 270	562 546	2.2	.3	X
44611		Pharmacies and drug stores	40 530	X	155 607 983	X	100.0	69.8
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	23 713	111 747 826	5 418 228	4.8	3.5	68.1
	20108	Bottled, canned, or packaged soft drinks	21 375	104 614 868	1 648 874	1.6	1.1	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	22 548	109 076 042	3 769 354	3.5	2.4	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	798	3 887 573	71 192	1.8	Z	X
	20140	Packaged liquor, wine, & beer	11 641	61 415 982	1 872 091	3.0	1.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	20 154	100 608 739	1 925 379	1.9	1.2	X
	20160	Drugs, health aids, beauty aids, including cosmetics	40 530	155 607 983	130 089 268	83.6	83.6	68.3
	20161	Prescriptions	39 274	154 416 942	109 668 401	71.0	70.5	X
	20162	Nonprescription medicines	36 200	145 036 412	5 757 370	4.0	3.7	X
	20163	Vitamins, minerals, & other dietary supplements	30 504	124 457 894	1 978 294	1.6	1.3	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	27 916	118 902 289	3 455 287	2.9	2.2	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	24 604	115 249 511	3 858 303	3.3	2.5	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	25 859	117 878 389	5 299 206	4.5	3.4	X
	20167	Hearing aids & supplies	6 258	29 959 496	72 407	.2	Z	X
	20180	Soaps, detergents, & household cleaners	18 677	97 717 227	884 864	.9	.6	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	19 609	99 958 109	705 891	.7	.5	X
	20200	Men's wear	11 992	67 006 058	33 179	.1	Z	X
	20220	Women's, juniors', & misses' wear	9 757	53 146 266	166 496	.3	.1	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	5 245	26 606 898	24 767	.1	Z	X
	20260	Footwear, including accessories	13 871	74 723 711	172 773	.2	.1	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	7 175	44 644 357	17 165	Z	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	172	1 091 919	24	Z	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	17 319	89 613 508	861 323	1.0	.6	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	10 834	60 265 200	191 938	.3	.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	16 204	84 058 740	631 404	.8	.4	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	17 893	94 171 080	540 559	.6	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. . . .	11 582	61 655 574	208 071	.3	.1	X
	20420	Books	12 635	65 460 500	196 698	.3	.1	X
	20440	Photographic equipment & supplies	18 933	98 231 857	1 131 106	1.2	.7	X

See footnotes at end of table.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
44611		Pharmacies and drug stores—Con.						
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	19 583	97 727 649	649 768	.7	.4	66.5
	20461	Toys, including wheel goods	19 373	96 957 483	574 519	.6	.4	X
	20462	Games, including video & electronic games	7 069	41 986 118	23 329	.1	Z	X
	20463	Hobby goods	9 783	54 420 702	51 920	.1	Z	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	17 672	87 782 081	366 079	.4	.2	69.5
	20491	Prescription eyeglasses	3 989	20 056 202	132 677	.7	.1	X
	20492	Contact lenses	66	74 106	1 780	2.4	Z	X
	20493	Nonprescription eyeglasses & sunglasses	13 608	67 508 089	210 698	.3	.1	X
	20494	All other optical goods & accessories	2 567	15 805 203	20 924	.1	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	277	2 046 446	28 749	1.4	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	11 951	70 150 670	271 989	.4	.2	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	10 391	55 048 822	234 660	.4	.2	X
	20730	Automotive lubricants, including oil, greases, etc.	6 105	30 421 015	81 014	.3	.1	X
	20740	Automotive tires, tubes, batteries, parts, accessories	5 611	34 685 832	20 205	.1	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal	177	1 113 346	4 633	.4	Z	X
	20800	Pets, pet foods, & pet supplies	15 574	84 817 767	206 514	.2	.1	X
	20850	All other merchandise	25 028	115 226 662	4 125 622	3.6	2.7	69.7
	20851	Stationery products, including stationery, tablets, pads, & related products	18 733	96 666 827	315 894	.3	.2	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	6 548	31 378 105	94 894	.3	.1	X
	20853	Office & school supplies	19 494	95 903 502	575 543	.6	.4	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	977	6 555 492	12 372	.2	Z	X
	20855	Greeting cards	24 211	112 774 611	1 655 256	1.5	1.1	X
	20856	Magazines & newspapers	18 389	94 177 208	331 762	.4	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	10 620	56 619 460	287 657	.5	.2	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	18 594	95 625 901	801 104	.8	.5	X
	20883	All other merchandise	104	686 398	51 140	7.5	Z	X
	29810	All other merchandise	17 032	87 599 121	1 287 015	1.5	.8	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	21 532	106 064 988	3 186 239	3.0	2.0	67.8
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	1 224	8 742 865	32 133	.4	Z	X
	29917	Receipts from photofinishing performed by this establishment	15 144	84 283 840	1 500 702	1.8	1.0	X
	29918	Receipts from photofinishing contracted out to other establishments ..	18 809	95 907 848	969 481	1.0	.6	X
	29926	Rental of medical/convalescent equipment	1 278	4 851 957	320 024	6.6	.2	X
	29939	Fees from eye examinations	16	7 030	2 648	37.7	Z	X
	29941	Charges for insurance	366	3 261 550	7 349	.2	Z	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	4 908	24 229 998	353 902	1.5	.2	X
446110		Pharmacies and drug stores	40 530	X	155 607 983	X	100.0	69.8
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	23 713	111 747 826	5 418 228	4.8	3.5	68.1
	20108	Bottled, canned, or packaged soft drinks	21 375	104 614 868	1 648 874	1.6	1.1	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	22 548	109 076 042	3 769 354	3.5	2.4	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	798	3 887 573	71 192	1.8	Z	X
	20140	Packaged liquor, wine, & beer	11 641	61 415 982	1 872 091	3.0	1.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	20 154	100 608 739	1 925 379	1.9	1.2	X
	20160	Drugs, health aids, beauty aids, including cosmetics	40 530	155 607 983	130 089 268	83.6	83.6	68.3
	20161	Prescriptions	39 274	154 416 942	109 668 401	71.0	70.5	X
	20162	Nonprescription medicines	36 200	145 036 412	5 757 370	4.0	3.7	X
	20163	Vitamins, minerals, & other dietary supplements	30 504	124 457 894	1 978 294	1.6	1.3	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	27 916	118 902 289	3 455 287	2.9	2.2	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	24 604	115 249 511	3 858 303	3.3	2.5	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	25 859	117 878 389	5 299 206	4.5	3.4	X
	20167	Hearing aids & supplies	6 258	29 959 496	72 407	.2	Z	X
	20180	Soaps, detergents, & household cleaners	18 677	97 717 227	884 864	.9	.6	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	19 609	99 958 109	705 891	.7	.5	X
	20200	Men's wear	11 992	67 006 058	33 179	.1	Z	X
	20220	Women's, juniors', & misses' wear	9 757	53 146 266	166 496	.3	.1	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	5 245	26 606 898	24 767	.1	Z	X
	20260	Footwear, including accessories	13 871	74 723 711	172 773	.2	.1	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	7 175	44 644 357	17 165	Z	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	172	1 091 919	24	Z	Z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
446110		Pharmacies and drug stores—Con.						
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	17 319	89 613 508	861 323	1.0	.6	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	10 834	60 265 200	191 938	.3	.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	16 204	84 058 740	631 404	.8	.4	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	17 893	94 171 080	540 559	.6	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	11 582	61 655 574	208 071	.3	.1	X
	20420	Books	12 635	65 460 500	196 698	.3	.1	X
	20440	Photographic equipment & supplies	18 933	98 231 857	1 131 106	1.2	.7	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	19 583	97 727 649	649 768	.7	.4	66.5
	20461	Toys, including wheel goods	19 373	96 957 483	574 519	.6	.4	X
	20462	Games, including video & electronic games	7 069	41 986 118	23 329	.1	Z	X
	20463	Hobby goods	9 783	54 420 702	51 920	.1	Z	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	17 672	87 782 081	366 079	.4	.2	69.5
	20491	Prescription eyeglasses	3 989	20 056 202	132 677	.7	.1	X
	20492	Contact lenses	66	74 106	1 780	2.4	Z	X
	20493	Nonprescription eyeglasses & sunglasses	13 608	67 508 089	210 698	.3	.1	X
	20494	All other optical goods & accessories	2 567	15 805 203	20 924	.1	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	277	2 046 446	28 749	1.4	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	11 951	70 150 670	271 989	.4	.2	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	10 391	55 048 822	234 660	.4	.2	X
	20730	Automotive lubricants, including oil, greases, etc.	6 105	30 421 015	81 014	.3	.1	X
	20740	Automotive tires, tubes, batteries, parts, accessories	5 611	34 685 832	20 205	.1	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal	177	1 113 346	4 633	.4	Z	X
	20800	Pets, pet foods, & pet supplies	15 574	84 817 767	206 514	.2	.1	X
	20850	All other merchandise	25 028	115 226 662	4 125 622	3.6	2.7	69.7
	20851	Stationery products, including stationery, tablets, pads, & related products	18 733	96 666 827	315 894	.3	.2	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	6 548	31 378 105	94 894	.3	.1	X
	20853	Office & school supplies	19 494	95 903 502	575 543	.6	.4	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	977	6 555 492	12 372	.2	Z	X
	20855	Greeting cards	24 211	112 774 611	1 655 256	1.5	1.1	X
	20856	Magazines & newspapers	18 389	94 177 208	331 762	.4	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	10 620	56 619 460	287 657	.5	.2	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	18 594	95 625 901	801 104	.8	.5	X
	20883	All other merchandise	104	686 398	51 140	7.5	Z	X
	29810	All other merchandise	17 032	87 599 121	1 287 015	1.5	.8	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	21 532	106 064 988	3 186 239	3.0	2.0	67.8
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	1 224	8 742 865	32 133	.4	Z	X
	29917	Receipts from photofinishing performed by this establishment	15 144	84 283 840	1 500 702	1.8	1.0	X
	29918	Receipts from photofinishing contracted out to other establishments ..	18 809	95 907 848	969 481	1.0	.6	X
	29926	Rental of medical/convalescent equipment	1 278	4 851 957	320 024	6.6	.2	X
	29939	Fees from eye examinations	16	7 030	2 648	37.7	Z	X
	29941	Charges for insurance	366	3 261 550	7 349	.2	Z	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	4 908	24 229 998	353 902	1.5	.2	X
4461101		Pharmacies and drug stores	39 274	X	154 416 942	X	100.0	69.8
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	23 323	111 056 665	5 316 681	4.8	3.4	68.0
	20108	Bottled, canned, or packaged soft drinks	21 061	104 067 869	1 626 585	1.6	1.1	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	22 253	108 427 954	3 690 096	3.4	2.4	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	774	3 730 713	69 489	1.9	Z	X
	20140	Packaged liquor, wine, & beer	11 575	61 317 423	1 868 482	3.0	1.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	19 815	100 060 634	1 894 734	1.9	1.2	X
	20160	Drugs, health aids, beauty aids, including cosmetics	39 274	154 416 942	129 261 923	83.7	83.7	68.3
	20161	Prescriptions	39 274	154 416 942	109 668 401	71.0	71.0	X
	20162	Nonprescription medicines	35 735	144 310 353	5 655 209	3.9	3.7	X
	20163	Vitamins, minerals, & other dietary supplements	30 002	123 723 486	1 944 099	1.6	1.3	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	27 015	117 971 455	3 079 019	2.6	2.0	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	24 021	114 493 986	3 727 914	3.3	2.4	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	25 204	117 095 911	5 117 480	4.4	3.3	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
4461101		Pharmacies and drug stores—Con.						
	20160	Drugs, health aids, beauty aids, including cosmetics—Con.						
	20167	Hearing aids & supplies	6 191	29 811 735	69 801	.2	Z	X
	20180	Soaps, detergents, & household cleaners	18 365	97 180 758	870 929	.9	.6	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	19 274	99 317 889	696 434	.7	.5	X
	20200	Men's wear	11 858	66 765 253	32 429	Z	Z	X
	20220	Women's, juniors', & misses' wear	9 679	53 008 248	159 052	.3	.1	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	5 241	26 601 407	24 707	.1	Z	X
	20260	Footwear, including accessories	13 640	74 266 828	163 685	.2	.1	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	7 059	44 404 136	16 986	Z	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	17 083	89 024 455	850 854	1.0	.6	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	10 679	59 932 304	189 937	.3	.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	16 042	83 741 852	630 034	.8	.4	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	17 645	93 572 034	520 395	.6	.3	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	11 330	61 215 508	200 746	.3	.1	X
	20420	Books	12 557	65 329 176	196 114	.3	.1	X
	20440	Photographic equipment & supplies	18 745	97 745 924	1 121 089	1.1	.7	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	19 333	97 233 260	639 299	.7	.4	66.4
	20461	Toys, including wheel goods	19 125	96 463 173	564 584	.6	.4	X
	20462	Games, including video & electronic games	7 013	41 898 784	23 251	.1	Z	X
	20463	Hobby goods	9 635	54 192 957	51 464	.1	Z	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	17 394	87 358 297	358 254	.4	.2	69.4
	20491	Prescription eyeglasses	3 966	20 012 039	129 959	.6	.1	X
	20492	Contact lenses	63	73 381	1 695	2.3	Z	X
	20493	Nonprescription eyeglasses & sunglasses	13 351	67 113 885	205 703	.3	.1	X
	20494	All other optical goods & accessories	2 553	15 781 276	20 897	.1	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	269	1 951 830	27 796	1.4	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	11 776	69 679 101	268 690	.4	.2	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	10 349	54 872 060	230 086	.4	.1	X
	20730	Automotive lubricants, including oil, greases, etc.	6 089	30 359 915	80 299	.3	.1	X
	20740	Automotive tires, tubes, batteries, parts, accessories	5 513	34 489 024	20 074	.1	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal	177	1 113 346	4 633	.4	Z	X
	20800	Pets, pet foods, & pet supplies	15 505	84 572 615	203 834	.2	.1	X
	20850	All other merchandise	24 600	114 526 413	4 056 614	3.5	2.6	69.6
	20851	Stationery products, including stationery, tablets, pads, & related products	18 480	96 091 096	310 166	.3	.2	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	6 529	31 325 264	94 315	.3	.1	X
	20853	Office & school supplies	19 275	95 411 955	563 701	.6	.4	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	977	6 555 492	12 372	.2	Z	X
	20855	Greeting cards	23 887	112 237 030	1 633 785	1.5	1.1	X
	20856	Magazines & newspapers	18 098	93 658 555	325 743	.3	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	10 411	56 273 698	277 024	.5	.2	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	18 388	95 253 908	788 436	.8	.5	X
	20883	All other merchandise	100	683 723	51 072	7.5	Z	X
	29810	All other merchandise	16 835	87 188 438	1 270 876	1.5	.8	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	21 281	105 662 881	3 170 243	3.0	2.1	67.7
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	1 222	8 742 547	32 083	.4	Z	X
	29917	Receipts from photofinishing performed by this establishment	15 107	84 205 920	1 498 431	1.8	1.0	X
	29918	Receipts from photofinishing contracted out to other establishments ..	18 636	95 584 755	967 378	1.0	.6	X
	29926	Rental of medical/convalescent equipment	1 264	4 840 417	317 313	6.6	.2	X
	29941	Charges for insurance	358	3 254 417	5 262	.2	Z	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	4 850	24 159 818	348 476	1.4	.2	X
4461102		Proprietary stores	1 256	X	1 191 041	X	100.0	75.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	390	691 161	101 547	14.7	8.5	72.6
	20108	Bottled, canned, or packaged soft drinks	314	546 999	22 289	4.1	1.9	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	295	648 088	79 258	12.2	6.7	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	24	156 860	1 703	1.1	.1	X
	20140	Packaged liquor, wine, & beer	66	98 559	3 609	3.7	.3	X

See footnotes at end of table.

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			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
4461102		Proprietary stores—Con.						
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	339	548 105	30 645	5.6	2.6	X
	20160	Drugs, health aids, beauty aids, including cosmetics	1 256	1 191 041	827 345	69.5	69.5	68.2
	20162	Nonprescription medicines	465	726 059	102 161	14.1	8.6	X
	20163	Vitamins, minerals, & other dietary supplements	502	734 408	34 195	4.7	2.9	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	901	930 834	376 268	40.4	31.6	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	583	755 525	130 389	17.3	10.9	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	655	782 478	181 726	23.2	15.3	X
	20167	Hearing aids & supplies	67	147 761	2 606	1.8	.2	X
	20180	Soaps, detergents, & household cleaners	312	536 469	13 935	2.6	1.2	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	335	640 220	9 457	1.5	.8	X
	20200	Men's wear	134	240 805	750	.3	.1	X
	20220	Women's, juniors', & misses' wear	78	138 018	7 444	5.4	.6	X
	20260	Footwear, including accessories	231	456 883	9 088	2.0	.8	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	116	240 221	179	.1	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	236	589 053	10 469	1.8	.9	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	155	332 896	2 001	.6	.2	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	162	316 888	1 370	.4	.1	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	248	599 046	20 164	3.4	1.7	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	252	440 066	7 325	1.7	.6	X
	20420	Books	78	131 324	584	.4	Z	X
	20440	Photographic equipment & supplies	188	485 933	10 017	2.1	.8	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	250	494 389	10 469	2.1	.9	71.8
	20461	Toys, including wheel goods	248	494 310	9 935	2.0	.8	X
	20462	Games, including video & electronic games	56	87 334	78	.1	Z	X
	20463	Hobby goods	148	227 745	456	.2	Z	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	278	423 784	7 825	1.8	.7	74.5
	20491	Prescription eyeglasses	23	44 163	2 718	6.2	.2	X
	20493	Nonprescription eyeglasses & sunglasses	257	394 204	4 995	1.3	.4	X
	20494	All other optical goods & accessories	14	23 927	27	.1	Z	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	8	94 616	953	1.0	.1	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	175	471 569	3 299	.7	.3	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	42	176 762	4 574	2.6	.4	X
	20730	Automotive lubricants, including oil, greases, etc.	16	61 100	715	1.2	.1	X
	20740	Automotive tires, tubes, batteries, parts, accessories	98	196 808	131	.1	Z	X
	20800	Pets, pet foods, & pet supplies	69	245 152	2 680	1.1	.2	X
	20850	All other merchandise	428	700 249	69 008	9.9	5.8	74.7
	20851	Stationery products, including stationery, tablets, pads, & related products	253	575 731	5 728	1.0	.5	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	19	52 841	579	1.1	Z	X
	20853	Office & school supplies	219	491 547	11 842	2.4	1.0	X
	20855	Greeting cards	324	537 581	21 471	4.0	1.8	X
	20856	Magazines & newspapers	291	518 653	6 019	1.2	.5	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	209	345 762	10 633	3.1	.9	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	206	371 993	12 668	3.4	1.1	X
	29810	All other merchandise	197	410 683	16 139	3.9	1.4	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	251	402 107	15 996	4.0	1.3	71.6
	29917	Receipts from photofinishing performed by this establishment	37	77 920	2 271	2.9	.2	X
	29918	Receipts from photofinishing contracted out to other establishments ..	173	323 093	2 103	.7	.2	X
	29926	Rental of medical/convalescent equipment	14	11 540	2 711	23.5	.2	X
	29939	Fees from eye examinations	12	3 860	1 348	34.9	.1	X
	29941	Charges for insurance	8	7 133	2 087	29.3	.2	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	58	70 180	5 426	7.7	.5	X
44612		Cosmetics, beauty supplies, and perfume stores	10 786	X	6 700 460	X	100.0	68.5
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	21	6 968	268	3.8	Z	68.5
	20108	Bottled, canned, or packaged soft drinks	10	1 499	18	1.2	Z	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	18	5 821	250	4.3	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	5 025	134	2.7	Z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
44612		Cosmetics, beauty supplies, and perfume stores—Con.						
	20160	Drugs, health aids, beauty aids, including cosmetics	10 786	6 700 460	6 358 075	94.9	94.9	67.2
	20162	Nonprescription medicines	27	7 304	381	5.2	Z	X
	20163	Vitamins, minerals, & other dietary supplements	35	83 555	4 959	5.9	.1	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	72	31 224	8 838	28.3	.1	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	4 465	2 530 965	1 906 297	75.3	28.5	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	7 588	5 134 227	4 437 600	86.4	66.2	X
	20180	Soaps, detergents, & household cleaners	43	9 448	871	9.2	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	20	6 298	134	2.1	Z	X
	20200	Men's wear	87	30 554	3 082	10.1	Z	X
	20220	Women's, juniors', & misses' wear	215	68 881	12 664	18.4	.2	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	26	19 766	1 943	9.8	Z	X
	20260	Footwear, including accessories	38	27 137	1 139	4.2	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	3 671	1 665 399	214 344	12.9	3.2	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	114	91 528	6 231	6.8	.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	446	181 917	28 342	15.6	.4	X
	20420	Books	30	8 778	469	5.3	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	25	5 762	402	7.0	Z	36.5
	20461	Toys, including wheel goods	25	5 762	402	7.0	Z	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	102	36 249	2 948	8.1	Z	61.5
	20493	Nonprescription eyeglasses & sunglasses	100	36 041	1 171	3.2	Z	X
	20494	All other optical goods & accessories	58	7 626	1 777	23.3	Z	X
	20850	All other merchandise	187	82 684	5 293	6.4	.1	66.2
	20851	Stationery products, including stationery, tablets, pads, & related products	17	2 445	184	7.5	Z	X
	20855	Greeting cards	35	7 410	224	3.0	Z	X
	20856	Magazines & newspapers	66	15 989	485	3.0	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	47	17 466	986	5.6	Z	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	52	42 400	1 857	4.4	Z	X
	20883	All other merchandise	7	4 686	1 555	33.2	Z	X
	29810	All other merchandise	226	446 854	31 826	7.1	.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	254	205 168	31 826	15.5	.5	63.8
	29941	Charges for insurance	9	2 314	190	8.2	Z	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	245	202 854	31 636	15.6	.5	X
446120		Cosmetics, beauty supplies, and perfume stores	10 786	X	6 700 460	X	100.0	68.5
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	21	6 968	268	3.8	Z	68.5
	20108	Bottled, canned, or packaged soft drinks	10	1 499	18	1.2	Z	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	18	5 821	250	4.3	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	5 025	134	2.7	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	10 786	6 700 460	6 358 075	94.9	94.9	67.2
	20162	Nonprescription medicines	27	7 304	381	5.2	Z	X
	20163	Vitamins, minerals, & other dietary supplements	35	83 555	4 959	5.9	.1	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	72	31 224	8 838	28.3	.1	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	4 465	2 530 965	1 906 297	75.3	28.5	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	7 588	5 134 227	4 437 600	86.4	66.2	X
	20180	Soaps, detergents, & household cleaners	43	9 448	871	9.2	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	20	6 298	134	2.1	Z	X
	20200	Men's wear	87	30 554	3 082	10.1	Z	X
	20220	Women's, juniors', & misses' wear	215	68 881	12 664	18.4	.2	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	26	19 766	1 943	9.8	Z	X
	20260	Footwear, including accessories	38	27 137	1 139	4.2	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	3 671	1 665 399	214 344	12.9	3.2	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	114	91 528	6 231	6.8	.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	446	181 917	28 342	15.6	.4	X
	20420	Books	30	8 778	469	5.3	Z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
446120		Cosmetics, beauty supplies, and perfume stores—Con.						
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	25	5 762	402	7.0	Z	36.5
	20461	Toys, including wheel goods	25	5 762	402	7.0	Z	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	102	36 249	2 948	8.1	Z	61.5
	20493	Nonprescription eyeglasses & sunglasses	100	36 041	1 171	3.2	Z	X
	20494	All other optical goods & accessories.....	58	7 626	1 777	23.3	Z	X
	20850	All other merchandise	187	82 684	5 293	6.4	.1	66.2
	20851	Stationery products, including stationery, tablets, pads, & related products	17	2 445	184	7.5	Z	X
	20855	Greeting cards	35	7 410	224	3.0	Z	X
	20856	Magazines & newspapers	66	15 989	485	3.0	Z	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	47	17 466	986	5.6	Z	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups	52	42 400	1 857	4.4	Z	X
	20883	All other merchandise	7	4 686	1 555	33.2	Z	X
	29810	All other merchandise	226	446 854	31 826	7.1	.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	254	205 168	31 826	15.5	.5	63.8
	29941	Charges for insurance	9	2 314	190	8.2	Z	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	245	202 854	31 636	15.6	.5	X
44613		Optical goods stores	13 031	X	6 649 651	X	100.0	74.8
	20160	Drugs, health aids, beauty aids, including cosmetics	443	218 375	26 466	12.1	.4	72.7
	20161	Prescriptions	6	3 042	536	17.6	Z	X
	20162	Nonprescription medicines	13	6 778	78	1.2	Z	X
	20163	Vitamins, minerals, & other dietary supplements	18	8 779	206	2.3	Z	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs.....	374	189 277	21 297	11.3	.3	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	6	2 295	50	2.2	Z	X
	20167	Hearing aids & supplies	60	23 392	4 293	18.4	.1	X
	20200	Men's wear	7	7 115	1 197	16.8	Z	X
	20220	Women's, juniors', & misses' wear	9	7 514	1 263	16.8	Z	X
	20260	Footwear, including accessories	20	12 900	1 596	12.4	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	2 002	612 433	27 064	4.4	.4	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	13 031	6 649 651	6 266 299	94.2	94.2	73.7
	20491	Prescription eyeglasses	10 601	5 897 243	4 782 126	81.1	71.9	X
	20492	Contact lenses	7 063	3 377 158	520 917	15.4	7.8	X
	20493	Nonprescription eyeglasses & sunglasses	7 880	3 031 376	745 251	24.6	11.2	X
	20494	All other optical goods & accessories.....	9 372	5 286 273	218 005	4.1	3.3	X
	20850	All other merchandise	15	5 918	997	16.8	Z	74.8
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	8	2 650	476	18.0	Z	X
	29810	All other merchandise	29	12 102	3 657	30.2	.1	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	4 302	2 362 687	320 979	13.6	4.8	74.2
	29926	Rental of medical/convalescent equipment.....	10	2 670	96	3.6	Z	X
	29939	Fees from eye examinations	3 908	2 047 127	229 491	11.2	3.5	X
	29941	Charges for insurance	66	28 376	2 324	8.2	Z	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	781	693 661	89 068	12.8	1.3	X
446130		Optical goods stores	13 031	X	6 649 651	X	100.0	74.8
	20160	Drugs, health aids, beauty aids, including cosmetics	443	218 375	26 466	12.1	.4	72.7
	20161	Prescriptions	6	3 042	536	17.6	Z	X
	20162	Nonprescription medicines	13	6 778	78	1.2	Z	X
	20163	Vitamins, minerals, & other dietary supplements	18	8 779	206	2.3	Z	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs.....	374	189 277	21 297	11.3	.3	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	6	2 295	50	2.2	Z	X
	20167	Hearing aids & supplies	60	23 392	4 293	18.4	.1	X
	20200	Men's wear	7	7 115	1 197	16.8	Z	X
	20220	Women's, juniors', & misses' wear	9	7 514	1 263	16.8	Z	X
	20260	Footwear, including accessories	20	12 900	1 596	12.4	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	2 002	612 433	27 064	4.4	.4	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	13 031	6 649 651	6 266 299	94.2	94.2	73.7
	20491	Prescription eyeglasses	10 601	5 897 243	4 782 126	81.1	71.9	X
	20492	Contact lenses	7 063	3 377 158	520 917	15.4	7.8	X
	20493	Nonprescription eyeglasses & sunglasses	7 880	3 031 376	745 251	24.6	11.2	X
	20494	All other optical goods & accessories.....	9 372	5 286 273	218 005	4.1	3.3	X
	20850	All other merchandise	15	5 918	997	16.8	Z	74.8
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	8	2 650	476	18.0	Z	X
	29810	All other merchandise	29	12 102	3 657	30.2	.1	X

See footnotes at end of table.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
446130		Optical goods stores—Con.						
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	4 302	2 362 687	320 979	13.6	4.8	74.2
	29926	Rental of medical/convalescent equipment	10	2 670	96	3.6	Z	X
	29939	Fees from eye examinations	3 908	2 047 127	229 491	11.2	3.5	X
	29941	Charges for insurance	66	28 376	2 324	8.2	Z	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	781	693 661	89 068	12.8	1.3	X
44619		Other health and personal care stores	17 626	X	11 262 604	X	100.0	50.6
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	4 627	3 006 958	993 102	33.0	8.8	46.6
	20108	Bottled, canned, or packaged soft drinks	2 436	1 574 857	149 710	9.5	1.3	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	4 097	2 679 788	843 392	31.5	7.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	713	751 120	52 619	7.0	.5	X
	20140	Packaged liquor, wine, & beer	94	190 411	4 350	2.3	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	22	13 377	748	5.6	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	17 626	11 262 604	9 450 561	83.9	83.9	49.1
	20162	Nonprescription medicines	266	180 157	64 045	35.6	.6	X
	20163	Vitamins, minerals, & other dietary supplements	9 589	4 771 686	3 249 286	68.1	28.9	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	4 083	5 313 133	4 488 055	84.5	39.8	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	4 637	2 606 187	133 720	5.1	1.2	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	2 892	1 864 278	75 447	4.0	.7	X
	20167	Hearing aids & supplies	4 327	1 479 070	1 439 904	97.4	12.8	X
	20180	Soaps, detergents, & household cleaners	1 361	902 749	13 369	1.5	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	482	508 200	6 107	1.2	.1	X
	20200	Men's wear	17	17 572	967	5.5	Z	X
	20220	Women's, juniors', & misses' wear	62	57 953	4 640	8.0	Z	X
	20260	Footwear, including accessories	307	260 149	11 426	4.4	.1	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	15	10 664	1 029	9.6	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	426	361 261	4 490	1.2	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	79	48 552	768	1.6	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	261	325 226	7 702	2.4	.1	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	142	87 459	1 450	1.7	Z	X
	20420	Books	2 483	1 934 079	33 215	1.7	.3	X
	20440	Photographic equipment & supplies	27	12 769	281	2.2	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	289	219 619	9 960	4.5	.1	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	87	45 692	14 368	31.4	.1	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	31	20 935	4 635	22.1	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	9	11 782	1 109	9.4	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	24	21 422	1 076	5.0	Z	X
	20800	Pets, pet foods, & pet supplies	1 156	1 149 333	15 388	1.3	.1	X
	20850	All other merchandise	783	731 937	21 132	2.9	.2	49.4
	20851	Stationery products, including stationery, tablets, pads, & related products	49	20 802	490	2.4	Z	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	20	14 592	119	.8	Z	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	7	5 621	443	7.9	Z	X
	20855	Greeting cards	270	220 671	3 139	1.4	Z	X
	20856	Magazines & newspapers	468	534 954	6 098	1.1	.1	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	113	44 551	2 425	5.4	Z	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	25	11 752	613	5.2	Z	X
	20883	All other merchandise	47	55 144	7 725	14.0	.1	X
	29810	All other merchandise	1 373	1 479 159	120 128	8.1	1.1	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	1 949	1 859 331	487 120	26.2	4.3	47.6
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	28	9 458	1 011	10.7	Z	X
	29926	Rental of medical/convalescent equipment	861	1 297 536	395 923	30.5	3.5	X
	29939	Fees from eye examinations	11	2 867	395	13.8	Z	X
	29941	Charges for insurance	68	30 637	1 851	6.0	Z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
44619		Other health and personal care stores—Con.						
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided—Con.						
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	1 235	734 757	87 940	12.0	.8	X
446191		Food (health) supplement stores	9 525	X	4 677 252	X	100.0	50.0
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	4 603	2 982 263	991 390	33.2	21.2	46.1
	20108	Bottled, canned, or packaged soft drinks	2 423	1 566 225	148 778	9.5	3.2	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	4 081	2 662 326	842 612	31.6	18.0	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	713	751 120	52 619	7.0	1.1	X
	20140	Packaged liquor, wine, & beer	94	190 411	4 350	2.3	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	22	13 377	748	5.6	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	9 525	4 677 252	3 473 374	74.3	74.3	48.9
	20162	Nonprescription medicines	148	69 457	6 843	9.9	.1	X
	20163	Vitamins, minerals, & other dietary supplements	9 525	4 677 252	3 242 950	69.3	69.3	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	313	230 822	18 374	8.0	.4	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	4 617	2 599 009	132 405	5.1	2.8	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	2 818	1 840 966	72 698	3.9	1.6	X
	20180	Soaps, detergents, & household cleaners	1 350	895 834	13 237	1.5	.3	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	458	434 049	4 724	1.1	.1	X
	20200	Men's wear	15	10 196	374	3.7	Z	X
	20220	Women's, juniors', & misses' wear	27	21 141	1 216	5.8	Z	X
	20260	Footwear, including accessories	65	49 813	889	1.8	Z	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	15	10 664	1 029	9.6	Z	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	422	359 681	4 490	1.2	.1	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	75	41 440	702	1.7	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	255	322 263	7 109	2.2	.2	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	133	86 669	1 450	1.7	Z	X
	20420	Books	2 477	1 916 364	30 449	1.6	.7	X
	20440	Photographic equipment & supplies	27	12 769	281	2.2	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	274	210 663	8 840	4.2	.2	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	48	26 660	7 717	28.9	.2	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	27	17 774	3 976	22.4	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	24	21 422	1 076	5.0	Z	X
	20800	Pets, pet foods, & pet supplies	1 154	1 149 201	15 388	1.3	.3	X
	20850	All other merchandise	720	666 742	12 769	1.9	.3	49.0
	20851	Stationery products, including stationery, tablets, pads, & related products	49	20 802	490	2.4	Z	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	17	14 288	103	.7	Z	X
	20855	Greeting cards	262	216 011	3 090	1.4	.1	X
	20856	Magazines & newspapers	468	534 954	6 098	1.1	.1	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	110	44 265	2 316	5.2	.1	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	22	11 448	611	5.3	Z	X
	29810	All other merchandise	589	665 012	21 281	3.2	.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	271	121 983	17 119	14.0	.4	34.8
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	14	5 705	104	1.8	Z	X
	29926	Rental of medical/convalescent equipment	14	953	83	8.7	Z	X
	29941	Charges for insurance	27	9 667	42	.4	Z	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	257	116 278	16 890	14.5	.4	X
446199		All other health and personal care stores	8 101	X	6 585 352	X	100.0	51.0
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	24	24 695	1 712	6.9	Z	39.5
	20108	Bottled, canned, or packaged soft drinks	13	8 632	932	10.8	Z	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	16	17 462	780	4.5	Z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
446199		All other health and personal care stores—Con.						
	20160	Drugs, health aids, beauty aids, including cosmetics	8 101	6 585 352	5 977 187	90.8	90.8	49.3
	20162	Nonprescription medicines	118	110 700	57 202	51.7	.9	X
	20163	Vitamins, minerals, & other dietary supplements	64	94 434	6 336	6.7	.1	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	3 770	5 082 311	4 469 681	87.9	67.9	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	20	7 178	1 315	18.3	Z	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	74	23 312	2 749	11.8	Z	X
	20167	Hearing aids & supplies	4 327	1 479 070	1 439 904	97.4	21.9	X
	20180	Soaps, detergents, & household cleaners	11	6 915	132	1.9	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	24	74 151	1 383	1.9	Z	X
	20220	Women's, juniors', & misses' wear	35	36 812	3 424	9.3	.1	X
	20260	Footwear, including accessories	242	210 336	10 537	5.0	.2	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	6	2 963	593	20.0	Z	X
	20420	Books	6	17 715	2 766	15.6	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	15	8 956	1 120	12.5	Z	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	39	19 032	6 651	34.9	.1	X
	20850	All other merchandise	63	65 195	8 363	12.8	.1	47.9
	20855	Greeting cards	8	4 660	49	1.1	Z	X
	20883	All other merchandise	45	55 084	7 719	14.0	.1	X
	29810	All other merchandise	784	814 147	98 847	12.1	1.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	1 678	1 737 348	470 001	27.1	7.1	48.9
	29912	Receipts from video tape, DVD, video/DVD player, video recorder, laser disc, laser disc player, electronic game, & electronic game device rentals	14	3 753	907	24.2	Z	X
	29926	Rental of medical/convalescent equipment	847	1 296 583	395 840	30.5	6.0	X
	29939	Fees from eye examinations	11	2 867	395	13.8	Z	X
	29941	Charges for insurance	41	20 970	1 809	8.6	Z	X
	29959	All other nonmerchandise receipts, including charges for delivery, repair, etc.	978	618 479	71 050	11.5	1.1	X

¹Product line sales and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Sales of establishments reporting product line sales as percent of total sales.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
446	Health and personal care stores						
	All firms	81 973	180 220 698	100.0	20 576 171	4 890 987	1 036 549
	4 largest firms	14 726	81 287 516	45.1	7 454 860	1 807 369	462 476
	8 largest firms	17 864	94 302 800	52.3	9 238 304	2 206 834	552 399
	20 largest firms	27 944	106 973 142	59.4	11 135 730	2 675 049	639 015
	50 largest firms	31 975	114 812 518	63.7	12 049 401	2 903 158	685 634
4461	Health and personal care stores						
	All firms	81 973	180 220 698	100.0	20 576 171	4 890 987	1 036 549
	4 largest firms	14 726	81 287 516	45.1	7 454 860	1 807 369	462 476
	8 largest firms	17 864	94 302 800	52.3	9 238 304	2 206 834	552 399
	20 largest firms	27 944	106 973 142	59.4	11 135 730	2 675 049	639 015
	50 largest firms	31 975	114 812 518	63.7	12 049 401	2 903 158	685 634
44611	Pharmacies and drug stores						
	All firms	40 530	155 607 983	100.0	15 763 914	3 729 055	792 982
	4 largest firms	14 726	81 287 516	52.2	7 454 860	1 807 369	462 476
	8 largest firms	16 324	94 114 218	60.5	9 173 716	2 192 253	525 951
	20 largest firms	17 697	102 309 543	65.7	10 123 060	2 429 526	566 114
	50 largest firms	18 723	106 739 412	68.6	10 574 037	2 538 155	585 299
446110	Pharmacies and drug stores						
	All firms	40 530	155 607 983	100.0	15 763 914	3 729 055	792 982
	4 largest firms	14 726	81 287 516	52.2	7 454 860	1 807 369	462 476
	8 largest firms	16 324	94 114 218	60.5	9 173 716	2 192 253	525 951
	20 largest firms	17 697	102 309 543	65.7	10 123 060	2 429 526	566 114
	50 largest firms	18 723	106 739 412	68.6	10 574 037	2 538 155	585 299
4461101	Pharmacies and drug stores						
	All firms	39 274	154 416 942	100.0	15 585 241	3 685 606	783 010
	4 largest firms	14 598	81 041 402	52.5	7 430 448	1 801 036	459 984
	8 largest firms	16 196	93 868 104	60.8	9 149 304	2 185 920	523 459
	20 largest firms	17 547	101 985 194	66.0	10 092 402	2 421 759	563 077
	50 largest firms	18 553	106 330 165	68.9	10 537 688	2 528 943	581 635
4461102	Proprietary stores						
	All firms	1 256	1 191 041	100.0	178 673	43 449	9 972
	4 largest firms	148	402 143	33.8	35 157	8 878	3 187
	8 largest firms	173	467 139	39.2	42 267	10 682	3 749
	20 largest firms	263	545 249	45.8	57 992	14 506	4 414
	50 largest firms	317	647 102	54.3	75 012	18 580	5 013
44612	Cosmetics, beauty supplies, and perfume stores						
	All firms	10 786	6 700 460	100.0	973 978	233 074	78 859
	4 largest firms	4 069	3 729 105	55.7	526 758	125 909	49 837
	8 largest firms	4 955	4 429 147	66.1	627 317	151 489	56 868
	20 largest firms	5 317	4 766 819	71.1	680 662	163 824	59 801
	50 largest firms	5 440	4 980 529	74.3	708 484	170 033	60 972
446120	Cosmetics, beauty supplies, and perfume stores						
	All firms	10 786	6 700 460	100.0	973 978	233 074	78 859
	4 largest firms	4 069	3 729 105	55.7	526 758	125 909	49 837
	8 largest firms	4 955	4 429 147	66.1	627 317	151 489	56 868
	20 largest firms	5 317	4 766 819	71.1	680 662	163 824	59 801
	50 largest firms	5 440	4 980 529	74.3	708 484	170 033	60 972
44613	Optical goods stores						
	All firms	13 031	6 649 651	100.0	1 629 757	403 653	70 156
	4 largest firms	4 418	2 932 067	44.1	683 379	170 745	32 426
	8 largest firms	5 467	3 395 875	51.1	785 856	196 783	36 778
	20 largest firms	5 959	3 789 980	57.0	897 700	225 198	40 907
	50 largest firms	6 370	4 029 619	60.6	954 242	239 525	43 124
446130	Optical goods stores						
	All firms	13 031	6 649 651	100.0	1 629 757	403 653	70 156
	4 largest firms	4 418	2 932 067	44.1	683 379	170 745	32 426
	8 largest firms	5 467	3 395 875	51.1	785 856	196 783	36 778
	20 largest firms	5 959	3 789 980	57.0	897 700	225 198	40 907
	50 largest firms	6 370	4 029 619	60.6	954 242	239 525	43 124
44619	Other health and personal care stores						
	All firms	17 626	11 262 604	100.0	2 208 522	525 205	94 552
	4 largest firms	3 976	1 964 902	17.4	312 756	78 853	18 278
	8 largest firms	4 139	2 229 104	19.8	370 202	93 132	19 873
	20 largest firms	4 421	2 616 325	23.2	441 577	110 044	22 469
	50 largest firms	4 606	3 194 184	28.4	572 757	139 464	26 196
446191	Food (health) supplement stores						
	All firms	9 525	4 677 252	100.0	696 699	169 891	47 321
	4 largest firms	3 557	1 433 757	30.7	207 383	51 859	15 655
	8 largest firms	3 626	1 567 312	33.5	226 396	56 369	16 809
	20 largest firms	3 664	1 742 591	37.3	251 198	62 666	18 135
	50 largest firms	3 742	1 975 787	42.2	283 123	70 428	19 871

See footnotes at end of table.

Table 4. Concentration by Largest Firms for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
446199	All other health and personal care stores						
	All firms	8 101	6 585 352	100.0	1 511 823	355 314	47 231
	4 largest firms	582	795 347	12.1	162 819	41 273	4 218
	8 largest firms	775	934 712	14.2	193 562	48 512	5 040
	20 largest firms	833	1 228 777	18.7	251 967	63 160	6 705
	50 largest firms	980	1 705 566	25.9	372 347	89 595	9 731

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Appendix A.

Explanation of Terms

ANNUAL PAYROLL

Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax). Includes tips and gratuities received by employees from patrons and reported to employers. Excludes payrolls of departments or concessions operated by other companies at the establishment. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on Form 941.

ESTABLISHMENTS

An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other federal agencies were used instead of a census report, no information was available on the number of locations operated. Each retail trade establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 2002.

When two activities or more were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted at a single location under a single ownership, separate establishment reports for each of the different activities were obtained in the census.

Leased departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling shoes within a department store would be considered a separate retail establishment under the "shoe stores" classification.

FIRMS

A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. All establishments of subsidiary firms are included as part of the owning or controlling firm. For the economic census, the terms "firm" and "company" are synonymous.

FIRST-QUARTER PAYROLL

Represents payroll paid to persons employed at any time during the quarter January to March 2002.

PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

Paid employees consist of full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are

proprietors and partners of unincorporated businesses; employees of departments or concessions operated by other companies at the establishment; full- and part-time leased employees whose payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

SALES

Includes merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; the total value of service contracts; gasoline, liquor, tobacco, and other excise taxes that are paid by the manufacturer or wholesaler and passed on to the retailer; and shipping and handling receipts.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from sales. Sales do not include carrying or other credit charges; sales and other taxes (including Hawaii's General Excise Tax) collected from customers and forwarded to taxing authorities; gross sales and receipts of departments or concessions operated by other companies; and commissions or receipts from the sale of government lottery tickets.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

Appendix B.

NAICS Codes, Titles, and Descriptions

PART 1. 2002 NAICS

446 HEALTH AND PERSONAL CARE STORES

Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

4461 HEALTH AND PERSONAL CARE STORES

This industry group comprises establishments primarily engaged in retailing health and personal care products.

44611 PHARMACIES AND DRUG STORES

This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

446110 PHARMACIES AND DRUG STORES

This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

4461101 PHARMACIES AND DRUG STORES

This industry comprises establishments primarily engaged in retailing prescription drugs. Drug stores are classified here if any prescriptions are sold or if there is an indication that a pharmacist is employed. These establishments frequently sell other items, such as proprietary drugs, medicines, and health and first-aid products; cosmetics; toiletries; greeting cards; magazines; tobacco; and candy.

4461102 PROPRIETARY STORES

This industry comprises establishments primarily engaged in retailing nonprescription drugs and medicines, health remedies, and first-aid products. These stores do not sell prescription drugs and frequently sell other lines, such as beauty preparations, household supplies, and candy and prepackaged snacks.

44612 COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES

This industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

446120 COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES

This industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

44613 OPTICAL GOODS STORES

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.

446130 OPTICAL GOODS STORES

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.

44619 OTHER HEALTH AND PERSONAL CARE STORES

This industry comprises establishments primarily engaged in retailing health and personal care items (except drugs, medicines, optical goods, perfumes, cosmetics, and beauty supplies).

446191 FOOD (HEALTH) SUPPLEMENT STORES

This industry comprises establishments primarily engaged in retailing food supplement products, such as vitamins, nutrition supplements, and body enhancing supplements.

446199 ALL OTHER HEALTH AND PERSONAL CARE STORES

This industry comprises establishments primarily engaged in retailing specialized lines of health and personal care merchandise (except drugs, medicines, optical goods, cosmetics, beauty supplies, perfume, and food supplement products).

PART 2. 1997 NAICS

446 HEALTH AND PERSONAL CARE STORES

Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

4461 HEALTH AND PERSONAL CARE STORES

This industry group comprises establishments primarily engaged in retailing health and personal care products.

44611 PHARMACIES AND DRUG STORES

This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

446110 PHARMACIES AND DRUG STORES

This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

4461101 PHARMACIES AND DRUG STORES

This industry comprises establishments primarily engaged in retailing prescription drugs. Drug stores are classified here if any prescriptions are sold or if there is an indication that a pharmacist is employed. These establishments frequently sell other items, such as proprietary drugs, medicines, and health and first-aid products; cosmetics; toiletries; greeting cards; magazines; tobacco; and candy.

4461102 PROPRIETARY STORES

This industry comprises establishments primarily engaged in retailing nonprescription drugs and medicines, health remedies, and first-aid products. These stores do not sell prescription drugs and frequently sell other lines, such as beauty preparations, household supplies, and candy and prepackaged snacks.

44612 COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES

This industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

446120 COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES

This industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

44613 OPTICAL GOODS STORES

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.

446130 OPTICAL GOODS STORES

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.

44619 OTHER HEALTH AND PERSONAL CARE STORES

This industry comprises establishments primarily engaged in retailing health and personal care items (except drugs, medicines, optical goods, perfumes, cosmetics, and beauty supplies).

446191 FOOD (HEALTH) SUPPLEMENT STORES

This industry comprises establishments primarily engaged in retailing food supplement products, such as vitamins, nutrition supplements, and body enhancing supplements.

446199 ALL OTHER HEALTH AND PERSONAL CARE STORES

This industry comprises establishments primarily engaged in retailing specialized lines of health and personal care merchandise (except drugs, medicines, optical goods, cosmetics, beauty supplies, perfume, and food supplement products).

Appendix C.

Methodology

SOURCES OF THE DATA

For this sector, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent report forms to be completed for each of their establishments and returned to the Census Bureau. For most very small firms, data from existing administrative records of other federal agencies were used instead. These records provide basic information on location, kind of business, sales, payroll, number of employees, and legal form of organization.

Firms in the 2002 Economic Census are divided into those sent report forms and those not sent report forms. The coverage of and the method of obtaining census information from each are described below:

1. Establishments sent a report form:
 - a. Large employers, i.e., all multiestablishment firms, and all employer firms with payroll above a specified cutoff. (The term “employers” refers to firms with one or more paid employees at any time during 2002 as shown in the active administrative records of other federal agencies.)
 - b. A sample of small employers, i.e., single-establishment firms with payroll below a specified cutoff in classifications for which specialized data precludes reliance solely on administrative records sources. The sample was stratified by industry and geography.
2. Establishments not sent a report form:
 - a. Small employers, i.e., single-establishment firms with payroll below a specified cutoff, not selected into the small employer sample. Although the payroll cutoff varies by kind of business, small employers not sent a report form generally include firms with less than 10 employees and represent about 10 percent of total sales of establishments covered in the census. Data on sales, payroll, and employment for these small employers were derived or estimated from administrative records of other federal agencies.
 - b. All nonemployers, i.e., all firms with no paid employees during 2002. Sales information for these firms was obtained from administrative records of other federal agencies. Although consisting of many firms, nonemployers account for less than 10 percent of total sales of all establishments covered in the census. Data for nonemployers are not included in this report, but are released in the annual *Nonemployer Statistics* series.

The report forms used to collect information for establishments in this sector are available at help.econ.census.gov/econhelp/resources/.

A more detailed examination of census methodology is presented in the *History of the Economic Census* at www.census.gov/econ/www/history.html.

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments are based on the *North American Industry Classification System, United States, 2002* manual. Changes between 1997 and 2002 affecting this sector are discussed in the text at the beginning of this report. Tables at www.census.gov/epcd/naics02/ identify all industries that changed between the 1997 North American Industry Classification System (NAICS) and 2002 NAICS.

The method of assigning classifications and the level of detail at which establishments were classified depends on whether a report form was obtained for the establishment.

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1. Establishments that returned a report form were classified on the basis of their self-designation, product line sales, and responses to other industry-specific inquiries.
 2. Establishments without a report form:
 - a. Small employers not sent a form were, where possible, classified on the basis of the most current kind-of-business classification available from one of the Census Bureau's current sample surveys or the 1997 Economic Census. Otherwise, the classification was obtained from administrative records of other federal agencies. If the census or administrative record classifications proved inadequate (none corresponded to a 2002 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a kind-of-business code.
 - b. Nonemployers were classified on the basis of information obtained from administrative records of other federal agencies.

RELIABILITY OF DATA

All data compiled in the economic census are subject to nonsampling errors. Nonsampling errors can be attributed to many sources during the development or execution of the census:

- inability to identify all cases in the actual universe;
- definition and classification difficulties;
- differences in the interpretation of questions;
- errors in recording or coding the data obtained; and
- other errors of collection, response, coverage, processing, and estimation for missing or misreported data.

Data presented in the Miscellaneous Subjects and the Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors. Specifically, these data are estimated based on information obtained from census report forms mailed to all large employers and to a sample of small employers in the universe. Sampling errors affect these estimates, insofar, as they may differ from results that would be obtained from a complete enumeration.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Census Bureau obtains limited information extracted from administrative records of other federal agencies, such as gross receipts from federal income tax records and employment and payroll from payroll tax records. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication.

Key tables in this report include a column for "Percent of sales from administrative records." This includes sales information obtained from administrative records of other federal agencies. The "Percent of sales estimated" includes sales information that was imputed based on historic company ratios or administrative records, or on industry averages.

The Census Bureau recommends that data users incorporate this information into their analyses, as nonsampling error and sampling error could impact the conclusions drawn from economic census data.

TREATMENT OF NONRESPONSE

Census report forms included two different types of inquiries, "basic" and "industry-specific." Data for the basic inquiries, which include location, kind of business or operation, sales, payroll, and number of employees, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report form, were available only from establishments responding to those inquiries.

Data for industry-specific inquiries in this sector were expanded in most cases to account for establishments that did not respond to the particular inquiry for which data are presented. Unless otherwise noted in specific reports, data for industry-specific inquiries were expanded in direct relationship to total sales of all establishments included in the category. In a few cases, expansion on the basis of sales was not appropriate, and another basic data item was used as the basis for expansion of reported data to account for nonrespondents.

All reports in which industry-specific data were expanded include a coverage indicator for each publication category, which shows the sales of establishments responding to the industry-specific inquiry as a percent of total sales for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

CONCENTRATION CATEGORIES

Concentration categories are based on aggregate sales of all establishments operated by the same firm in a given kind-of-business classification or group for which data are presented. For example, a firm operating three retail establishments – a furniture store (NAICS 4421), a home furnishings store (NAICS 4422), and an electronics and appliance store (NAICS 4431) – would be treated as three one-establishment firms at the most detailed NAICS level, as a two-establishment firm in NAICS 442 and a one-establishment firm in NAICS 443, and as a single three-establishment firm in Retail Trade totals (NAICS 44-45).

DISCLOSURE

In accordance with federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

Appendix D. Geographic Notes

Not applicable for this report.

Appendix E. Metropolitan and Micropolitan Statistical Areas

Not applicable for this report.

